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Group will take fight to consumers

FDA says subsidies cost public $240 a car

By John A. Russell
New York Staff Writer

NEW YORK.—Preliminary figures released last week by the Ford Dealers Alliance show that incentives given to large fleets cost the consumer $240 to $280 per car.

FDA said that counters the argument by manufacturers that the incentives do not affect the public.

In addition, while manufacturers have claimed that sales to fleets are necessary to maintain volume, the study shows that overall sales of new cars would increase between 30,000 and 80,000 units per year if there were no incentives.

Ed Mullane, FDA president, termed the study new ammunition in the battle his organization has long waged against fleet subsidies centives. For the FDA, it provides the impetus to wage that war on the state level and bring the consumer into the fray.

Mullane made it apparent that FDA is changing its tactics slightly when he stressed that this is a consumer issue as well as a dealer issue. While the thrust will be to obtain legislation barring subsidies, FDA will be moving to increase public awareness of such incentives and raise public ire against them.

"The political pressure has to come from the consumer, not the dealer," Mullane said, "and when we make that happen, the legislators will see that this is no special-interest cause or single-industry bill."

The study was commissioned by the FDA last year. It hired Mathtech, a research arm of Martin Marietta Corp. based in Princeton, N.J. Mullane said the company was asked to study the effects of fleet incentives on all segments of the market.

The complete study, which Mullane said is being printed, will be ready for distribution this month.

Mullane made the information public last week in a speech before the Indiana Automobile Dealers Assn. In an interview with Automotive News, he said his fight has shifted to the state level. That is a tactic Mullane has advocated since it became apparent there would be little action at the national level.

"Our new direction is to throw our entire resources, our entire dealer body, our entire spirit into key state battles," Mullane said.

As for the reason the dealers have failed in stopping the incentives, Mullane said, "We have failed to convince our legislators that this is a consumer issue."

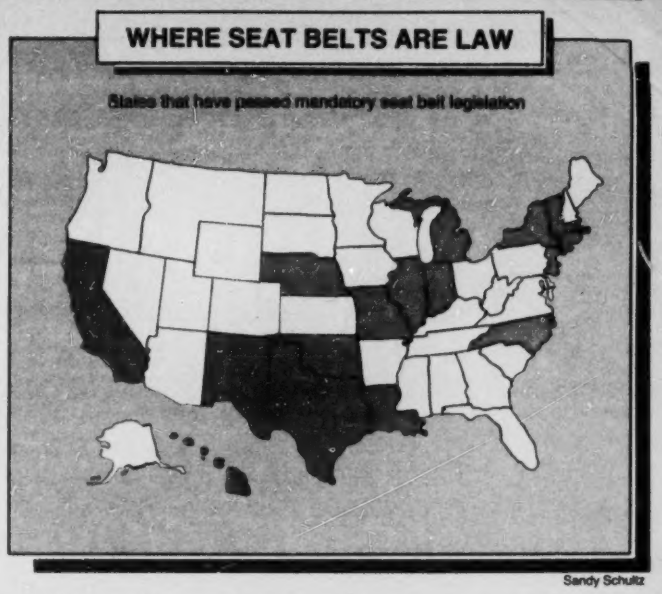
The study by the FDA is continuing since manufacturers' fleet programs change, but Mullane believes the dealers now have the weapons they need.

Another tactic which Mullane has been advocating will be introduced shortly—display stands with anti-subsidy postcards in dealership showrooms and service departments. Customers will be invited to sign the cards and send them to their legislators.

Mullane said that approach has been used successfully in the past and he drew the example of senior citizens putting pressure on legislators not to deduct withholding tax from interest-bearing accounts.

Advertising also is being prepared for dealers to run in local newspapers. The ad campaign will be geared to getting consumer support for the fight.

"The consumer will act in his own behalf," Mullane said, "and the legislator will be responsive to his only boss—the voter."



Sandy Schultz

Trade deficit in autos is $31 billion for '85

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Trade in passenger cars made up $31 billion of the nation's $148 billion trade deficit for 1985, according to the Commerce Department.

The 1984 U.S. trade deficit of $123.3 billion included $25 billion for passenger cars.

The Commerce Department report does not include good overall measures of trade in trucks and in auto parts. Data on those sectors is spread among several merchandise categories in the report.

The Commerce Department said passenger-car imports to the U.S. totaled $37.617 billion for 1985. It estimated exports of passenger vehicles at $6.020 billion.

In 1984, imports of passenger cars were $30.207 billion; exports were $4.868 billion.

In 1985, Japan was once again the largest exporter of cars to the U.S. with $17.126 billion worth of vehicles. In 1984, Japan sent $13.099 billion worth to the U.S.

Canada had the second largest value of import shipments to the U.S. in 1985, estimated at $11.323 billion. In 1984, Canadian shipments totaled $10.095 billion.

Car shipments on a country-by-country basis from nations other than Japan and Canada are not available in the Commerce Department report.

Overall car shipments to the U.S. from nations other than Japan and Canada totaled $9.328 billion in 1985, Commerce said. In 1984, those countries accounted for $7.013 billion in shipments (numbers do not add due to rounding).

On the export side, the biggest customer for U.S. auto shipments continues to be Canada. It $5.724 billion worth in 1985, after receiving $4.560 billion in 1984.

Shipments to Canada represent the majority of U.S. automobile exports, but the value of those shipments was only half as large as Canada's auto exports to the U.S. for 1985.

All other nations combined took $2.960 billion worth of U.S. passenger cars last year, the Commerce Department said, down from $3.07 billion in 1984.

The 1985 U.S. trade deficit with Japan was estimated at $49.7 billion, largest of any nation.

UAW President Owen Bieber, commenting on the trade deficit figures, said that during the year ending March 31, Japan will have increased its shipments of vehicles to the U.S. by 450,000 units at a cost of about 90,000 U.S. jobs.

Bieber said the Commerce Department figures "show that the erosion of this country's trade position now amounts to a national emergency."

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60th year—No. 5112

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Passive restraints returning to court

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Furthur oral argument along with supplemental briefs in State Farm's challenge to the Transportation Department's passive-restraint rule has been set by the federal appellate court for the District of Columbia.

Supplemental briefs dealing with developments in the states and mandatory-use laws are expected from both sides by Feb. 28, and additional oral argument is set for March 11.

The central issue in the State Farm challenge to the passive-restraint standard is whether it is legal to couple rescission of a vehicle regulation mandating a phase-in of automatic belts or air bags to passage of belt-use laws in states having two-thirds of the nation's population.

A secondary issue is whether DOT acted in accord with proper procedures when the standard was remanded to it by the U.S. Supreme Court. Earlier, the Supreme had overruled an attempted rescission of the standard by former NHTSA chief Raymond A. Peck. The court was responding to an earlier challenge by State Farm.

Attorney James Fitzpatrick, representing State Farm and others, said he welcomed the upcoming oral arguments as a way to make clear to the court that states want both passive restraints and belt use-laws and to get action from Transportation Secretary Elizabeth H. Dole. So far, Dole has refused to rule whether state laws meet the minimum federal criteria set forth in the standard she announced in July, 1984.

That standard—208—requires auto makers to phase-in passive protection: 10 percent for 1987 models, 25 percent for 1988 models, 40 percent by 1989 models and 100 percent by 1990 models. But rescission of the federal regulation is automatic if by April 1, 1989, states with two-thirds of the nation's population have passed appropriate belt-use laws.

In several letters, Fitzpatrick has urged Dole to rule on whether state laws meet federal criteria. Meanwhile, Rep. John Dingell, Michigan Democrat, who has petitioned for changes in almost all the federal criteria, has been urging Dole not to make any such ruling and, in fact, to give only the most careful advice to states lest she restrict her options for changing the criteria.

Said Dingell in his latest epistle: "Giving advice that assumes that the criteria are permanent may be misleading to the states. Just as importantly, DOT should learn from the actions of the states . . . Again, Washington is not all knowing."

Dole—although promising a decision "shortly" on a December TV show—has carefully avoided doing anything. DOT's official position is not to certify any state laws until the D.C. circuit court has ruled since the major focus of the legal challenge concerns state belt-use laws.

Now, with the issue due for briefing by all parties and queries by appellate judges, Fitzpatrick hopes Dole will be forced to make some ruling lest the government be accused of changing the rules in the middle of the game.

State Farm's position is that DOT failed to show that state laws which do not have to be enforced and, indeed, may be revoked are an effective substitute for passive restraints in vehicles and that DOT could have used state laws to supplement passive protection rather than replace it.

So far, the states that have passed laws speak for about 50 percent of the population. Sixteen states and the District of Columbia have passed mandatory-belt-use laws.

New York—whose belt use law was passed before Standard 208 was made final—has joined State Farm in the pending litigation. Gov. Mario Cuomo has petitioned NHTSA for exemption from the standard and for a ruling on the status of the New York law which the state is reluctant to strengthen lest it endanger the future of passive restraints.

New Mexico also has come in on the side of State Farm and others who are challenging DOT.

State Farm and others challenging the standard insist that none of the 17 state laws meet federal criteria. For example, California's law becomes inoperative if DOT rescinds the passive-restraint mandate because of state laws; Hawaii says its law must not be used to rescind passive restraints.

Massachusetts' law requires that all 1990 vehicles have an "an occupant crash protection device" and that its law not be interpreted as rescinding automatic protection. On the other hand, Michigan's law will self-destruct if DOT requires passive protection systems.

Missouri declares its law null and void if enough laws meeting federal criteria are not enacted by April 1, 1989. North Carolina's law becomes ineffective if it is found not to meet the federal criteria needed to be counted to wipe out passive restraints.

The 11 other states with mandatory-use laws are Connecticut, Illinois, Indiana, Louisiana, Nebraska, New Jersey, New Mexico, New York, Oklahoma, Texas and the District of Columbia. There may well be problems with the final federal criteria in some of those states, too.

Cadillac dealer buys 51 pct. of Excalibur

By Richard Johnson
Detroit Reporter

Excalibur Automobile Corp., the cash-strapped Milwaukee-area neo-classic maker, has reached an agreement to sell a majority interest in the firm pending approval of U.S. Bankruptcy Court.

R.V. Robinson, an Atlanta Cadillac dealer, signed an agreement last week to acquire 51 percent of the company as an equity stock purchase. The remaining 49 percent will be retained by current owners and co-founders David and William Stevens, who will continue to operate the 21-year-old business.

William Stevens late last week declined to reveal the purchase price before reviewing the matter with his attorney.

He said the various stages of creditor review mean the deal won't be completed until at least May.

Citing cash-flow problems, Excalibur filed for reorganization under Chapter 11 of federal bankruptcy laws last fall. Excalibur has maintained production since petitioning for protection from creditors.

However, Stevens said, operations have "slowed" in recent weeks because of a cash shortage and model changeover.

Stevens said one of the first orders of business for the restructured company will be expansion of its product line.

Excalibur now builds the Series V Phaeton and Roadster models and plans to unveil a two-door sedan at this week's Chicago Auto Show. A four-door sedan version and a limousine are reportedly coming later this year.

Mini-computers for Pontiac field sales personnel

And now—the paperless briefcase

PONTIAC.—At General Motors, one currently hears a lot about the coming of the paperless office—the day when computer data bases in every GM division will make dinosaurs out of the filing cabinets.

While that day may be fast approaching, Pontiac has already pioneered what will be of more immediate benefit to its people who spend more of their time on the road than in the offices. For its sales force, Pontiac is introducing what might be called the paperless briefcase.

That high-tech briefcase is actually a small computer which forms the basis of the Pontiac Field Communication System.

Designed to make district sales, service and fleet managers more effective in the field, the system's ultimate objective is service and complete customer satisfaction.

"As far as receiving information," said Joe Thompson, manager of Pontiac's sales communication section, "district managers are always relying either on telephone conversations or, worse yet, letters—which of course put them two to three days behind the facts.

"Using a terminal, printer and telephone hookup (all of which can fit into a small suitcase under a plane seat), the sales person on the road can have access to information that is updated nightly," Thompson said.

The new system was the result of brainstorming between the sales communication staff and GM's newly acquired subsidiary, Electronic Data Systems late in 1984.

Pontiac sales people decided what kinds of information would make field personnel more effective, and the EDS people came up with the right software programs to make those ideas reality.

Already available are daily sales reports and current distribution and owner-relations information. On-line access to vehicle production, history and car locator files makes it convenient to retrieve specific pieces of data.

The district managers have also created internal programs for searching through files as well as spreadsheet and telecommunications programs.

Thompson said this is the sort of information that Pontiac personnel must have to help customers and dealerships resolve concerns quickly and effectively. By hooking up the computer to a telephone, a Pontiac representative can, for instance, pull up the warranty history for any Pontiac sold between 1982 and the previous day.

For a district manager, that information is essential in order to make objective decisions for customer assistance.

Customer problems at particular dealerships are going to be easier to resolve, Thompson predicted, when a district manager can pull up a history of customer comments on his computer and look for a pattern of buyer dissatisfaction or poor dealer performance.

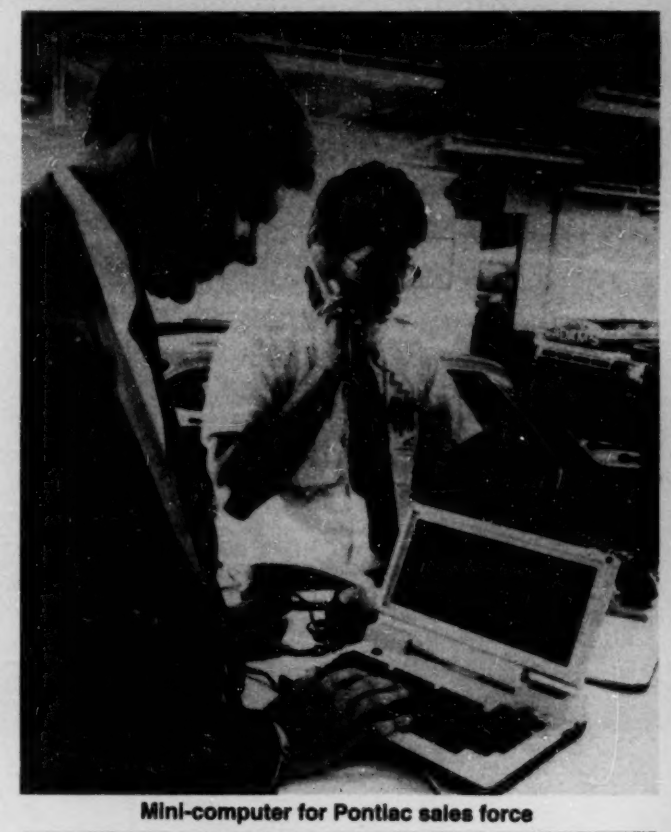
Having Pontiac zone representatives use the mini-computers to provide local sales trends and up-to-date distribution information are obvious benefits as well, said Thompson.

The portable computers are also helping the 15 regional fleet managers in their dealings with corporate fleet customers, he said.

"During a meeting with a prospective customer, it's quite an advantage to take out the computer and produce price comparisons between a Pontiac 6000 and seven other competitive models."

Thompson and his colleagues from Pontiac's headquarters in Michigan will be visiting all of the division's 26 sales zones around the country until March.

By then, he hopes, Pontiac district managers would sooner leave home without their credit cards than without their paperless briefcases.



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Environmentalists sue EPA; seek curbs on 8 pollutants

NEW YORK.—In a suit filed in Federal District Court here, the Natural Resources Defense Council has charged EPA with failing to curb eight cancer-causing air pollutants.

The environmental group, which has been notably successful in litigation, wants a court-ordered schedule to require EPA to list eight pollutants as "hazardous," thus forcing EPA to set emission-control regulations.

Inciuded among the eight are two metals—cadmium and chromium, small amounts of which are used in the manufacture of cars—and six organic chemicals including butadiene (used in synthetic rubber), acrylonitrile (used in plastics and acrylic fibers) and ethylene dichloride (used as an additive to leaded gasoline and as a feedstock for vinyl chloride).

Last year, EPA labeled each of those compounds as either a "known" or "probable" human carcinogen. Emission-limiting regulations are estimated to be at least four years in the future.

David Doniger, a senior attorney for NRDC, said that under the law, EPA must list them as "hazardous air pollutants" and then issue emission standards with an ample safety margin within one year.

Except for acrylonitrile, EPA has merely said it "intends" to limit emissions but does not when or how.

As for acrylonitrile, EPA said emissions should be limited but would leave it to the states and even remove itself if the states decide not to take action. State pollution officials have criticized EPA's acrylonitrile decision.

NRDC said that toxic pollution is a national problem and leaving such hazardous pollutants to state control "was rejected 15 years ago."

Doniger added: "EPA's approach will revive destructive competitive pressures between states. Citizens should never be forced to sacrifice their health for fear of hurting their state's business climate."

November registrations dip 5 pct. as domestics fade

By Jenny L. King
Detroit Reporter

New-car registrations for November were down 5.31 percent from the same month a year earlier. They plummeted 20.54 percent from October, 1985.

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November domestic registrations were off 16.06 percent, to 510,303 from 607,933.

Imports claimed an additional 8.44 percentage points in November, compared with a year ago, as they climbed to 33.98 percent from 25.54 percent. The total of 262,739 was up 26.03 percent from 208,481.

According to registration numbers gathered by R.L. Polk & Co., the November tally of imports plus domestics was 773,042. The preceding year, it was 816,414. The total for October, 1985, was 972,928. Except for 1984, the November sum was the best since 1978 when registrations numbered 825,525.

Eleven-month registrations reached 9,984,971, up 7.42 percent from 9,295,510 in 1984. Domestics were up 4.17 percent, to 7,288,901 from 6,997,389. Imports were up 17.32 percent, to 2,696,070 from 2,298,121. Their share of the market expanded to 27.00 percent from 24.72 percent.

By market classes, the November market was divided in this fashion: Imports, 33.98 percent; intermediates, 25.38 percent; compacts, 14.83 percent; subcompacts, 10.25 percent; luxury models, 8.42 percent, and standards at 7.14 percent.

A year earlier, it was imports, 25.54 percent; intermediates, 25.06 percent; compacts, 17.92 percent; subcompacts, 12.22 percent; standards, 10.30 percent, and luxury cars, 8.96 percent.

Excluding imports, the November market was dominated by intermediates which cornered 38.44 percent of the total. They were followed by compacts at 22.47 percent, subcompacts at 15.52 percent, standards at 10.81 percent and luxuries at 12.76 percent.

Bigler retires

HARRISBURG, Pa.—Robert Bigler, vice president on the executive staff of the Pennsylvania Automotive Assn. and an employe of PAA for 38 years, has retired. He was director of the PAA title and tag service.

NEW-CAR MARKET SHARES IN U.S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., November, 1985	Percent Share of Market	Regis., November, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 11 Mos., 1985	Percent Share of Market	Regis., 11 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	109,541	14.17	113,877	13.95	+0.22	1,447,932	14.50	1,429,954	15.38	−0.88
Ford	84,527	10.94	110,726	13.56	−2.62	1,266,608	12.69	1,174,713	12.64	+0.05
Oldsmobile	71,683	9.27	73,517	9.01	+0.26	988,162	9.90	962,457	10.35	−0.45
Pontiac	57,470	7.43	52,189	6.39	+1.04	721,084	7.22	632,206	6.80	+0.42
Buick	54,616	7.07	75,707	9.27	−2.20	791,465	7.93	844,673	9.09	−1.16
Mercury	29,069	3.76	43,998	5.39	−1.63	482,739	4.83	478,031	5.14	−0.31
Dodge	22,800	2.95	31,514	3.86	−0.91	398,038	3.99	330,939	3.56	+0.43
Chrysler	22,766	2.95	27,675	3.39	−0.44	345,901	3.46	294,670	3.17	+0.29
Cadillac	21,081	2.73	26,993	3.31	−0.58	275,895	2.76	282,995	3.05	−0.29
Plymouth	16,693	2.16	24,771	3.03	−0.87	301,706	3.02	259,072	2.79	+0.23
Lincoln	11,933	1.54	12,339	1.51	+0.03	148,804	1.49	131,141	1.41	+0.08
AMC	8,090	1.05	14,608	1.79	−0.74	120,341	1.21	176,294	1.90	−0.69
GENERAL MOTORS	314,391	40.67	342,283	41.93	−1.26	4,224,538	42.31	4,152,285	44.67	−2.36
FORD MOTOR CO.	125,529	16.24	167,063	20.46	−4.22	1,898,151	19.01	1,783,885	19.19	−0.18
CHRYSLER CORP.	62,259	8.06	83,960	10.28	−2.22	1,045,645	10.47	884,701	9.52	+0.95
AMC	8,090	1.05	14,608	1.79	−0.74	120,341	1.21	176,284	1.90	−0.69
IMPORTS	262,739	33.98	208,481	25.54	+8.44	2,696,070	27.00	2,298,121	24.72	+2.28
MISC. DOMESTIC	34	0.00	19	0.00	−0.00	226	0.00	254	0.00	−0.00
TOTAL	773,042		816,414			9,984,971		9,295,510		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

One began in 1913

Delaware deals top 60 years

WILMINGTON, Del.—Three new-car dealerships in Delaware—each family oriented—have been in business for 60 years or more.

Among the oldest auto dealerships in the state are Stapleford's Chevrolet-Oldsmobile, St. Georges; Frank W. Diver, Inc., a General Motors dealership here, and Porter Chevrolet, Newark.

Stapleford's Chevrolet-Oldsmobile is probably the oldest auto dealership in Delaware. Started by Norman B. Stapleford in 1913 in Delaware City and moved to St. Georges in the 1920s, the dealership changed locations several times within that area. It has been at its present location since 1948.

Charles E. Stapleford Sr., son of the founder, operates Stapleford's with his wife, Alice, and two sons, Charles Jr. and Richard.

For the 72 years Stapleford's has been in business, it's been a family deal, and it will continue to operate as a family-run business for another generation.

Another family-run dealership, in operation since 1915, is Frank W. Diver, Inc. Frank W. Diver Sr. started his dealership, selling Franklins. Clifford P. Diver, his son and the current owner, then began selling Packards and Studebakers after World War I.

Diver's moved to its present location here in 1937, and since 1952, the dealership has been selling GM cars.

Today, the firm is operated by three Diver brothers—Clifford, Frank Jr. and Richard—and the next generation of sons is ready to take over.

Porter Chevrolet has been in operation since 1925. It is the last of three dealerships that were originally operated by John F. Porter Sr. He established his first dealership, Wilmington Auto Sales, in that city, and then moved to two other locations there. The Newark dealership was opened in the 1940s as Newark Auto Sales.

Richard C. Porter II is the current owner of Porter Chevrolet and president of William H. Porter, Inc. When John F. Porter Sr. died in 1952, his two sons, John Jr. and William H., took over the business.

John Jr. operated the two Wilmington dealerships, which have since been sold, while William H. took over the Newark dealership.

The first dealer law in Delaware went into effect on April 14, 1907. That law created a "dealer's class," in which the owner had to pay a $3 registration fee for a license. In 1907, only seven car dealerships were registered in Delaware.

According to C. Russell McCabe, archivist at the State Bureau of Archives and Records Management, many of the earlier car dealers were hardware-store owners or other businessmen who sold cars on the side. Auto dealers were not listed by the state in a separate category until Jan. 1, 1916.

Mazda unit to supply computer software

HIROSHIMA, Japan.—Mazda Motor Corp. has established a subsidiary here, Mazda C & T Co., to develop and sell computer software in response to the growing needs of companies associated with the auto firm.

Mazda owns 60 percent of the new company, and three other firms in the Mazda Group own the other 40 percent. The subsidiary also will market computers and other information-processing equipment supplied by NEC Corp., of Tokyo.

Armstrong's 25th

Dan H. Armstrong, right, Armstrong Buick, Inc., Gladstone, Ore., receives his 25-year-dealer award from W.E.L. Powell, Buick's Portland zone manager.

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AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
NOVEMBER, 1985 VERSUS NOVEMBER, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,029	68,368	7,541	93,312
Encore FWD	1,665	39,942	5,329	64,654
Eagle 4WD	173	2,321	287	3,527
Eagle 4WD SW	1,223	9,710	1,451	14,791
TOTAL AMC	8,090	120,341	14,608	176,284
Chrysler Laser FWD	2,113	48,215	3,925	48,201
LeBaron GTS FWD	5,083	60,974	362	390
LeBaron FWD	4,779	73,733	6,965	80,255
LeBaron SW FWD	533	6,785	890	9,453
E Class-NY FWD	4,468	52,683	6,137	73,490
NY Fifth Ave-Newpt	5,790	103,511	9,396	82,881
Total	22,766	345,901	27,675	294,670
Plymouth Horizon FWD	3,581	78,301	6,851	70,976
Turismo FWD	2,094	49,251	3,837	43,357
Reliant FWD	6,403	97,250	7,843	91,567
Reliant SW FWD	1,344	28,821	2,585	34,152
Caravelle FWD	2,598	32,604	2,490	4,790
Gran Fury	673	15,479	1,165	14,230
Total	16,693	301,706	24,771	259,072
Dodge Omni FWD	3,154	66,422	6,031	61,762
Charger FWD	2,322	53,246	3,926	47,552
Daytona FWD	2,203	45,705	3,590	40,139
Aries FWD	5,139	81,497	7,427	72,850
Aries SW FWD	1,224	24,822	2,395	28,594
Lancer FWD	3,441	43,415	339	358
600'84/400'83 FWD	3,537	51,074	5,252	55,697
Diplomat	1,780	31,857	2,554	23,987
Mirada	0	0	0	0
Total	22,800	398,038	31,514	330,939
TOTAL CHRYSLER CORP.	62,259	1,045,645	83,960	884,701
Ford Escort FWD	24,888	297,080	24,543	244,356
Escort SW FWD	5,480	73,007	6,844	74,965
EXP FWD	177	18,354	3,168	27,054
Mustang	11,333	144,673	12,318	122,666
Tempo FWD	15,432	260,220	21,706	231,249
Taurus FWD	3	4	0	0
Taurus SW FWD	3	3	0	0
LTD	7,357	141,346	12,977	133,798
LTD SW	2,136	35,913	3,544	46,696
LTD Crn. Victoria	7,505	127,201	10,377	127,198
LTD Crn. Victoria SW	1,419	23,374	2,190	26,838
Thunderbird	8,794	145,433	13,059	126,834
Total	84,527	1,266,608	110,726	1,174,713
Lincoln Town Car	8,821	104,568	8,799	77,184
Mark VII	1,375	18,720	1,489	26,634
Continental	1,737	25,516	2,051	27,323
Total	11,933	148,804	12,339	131,141
Mercury Lynx FWD	4,710	63,485	4,935	48,144
Lynx SW FWD	986	13,209	1,220	12,791
LN7 FWD	0	0	0	0
Capri	910	14,513	21,378	16,059
Zephyr	0	0	0	0
Topaz FWD	4,047	69,323	6,435	67,600
Sable FWD	0	0	0	0
Sable SW FWD	1	1	0	0
Marquis	3,570	76,101	6,760	80,698
Marquis SW	836	10,152	1,078	12,552
Grand Marquis	7,005	114,590	10,132	116,696
Grand Marquis SW	639	10,913	1,192	14,309
Cougar	6,365	110,452	10,868	109,182
Total	29,069	482,739	43,998	478,031
Lincoln-Mercury Division Total	41,002	631,543	56,337	609,172
TOTAL FORD MOTOR CO.	125,529	1,898,151	167,063	1,783,885
Buick Skylark FWD	503	57,989	8,268	94,254
Skyhawk FWD	4,987	72,541	7,400	102,428
Skyhawk SW FWD	314	5,326	752	9,968

	1985 Month	1985 Year	1984 Month	1984 Year
Somerset Regal FWD	7,200	85,520	4,237	6,189
Century FWD	15,958	192,256	15,978	164,941
Century SW FWD	1,391	22,232	2,416	25,899
Regal	7,350	107,157	11,858	172,583
LeSabre	2,747	100,040	12,477	133,324
LeSabre FWD	501	525	0	0
Electra	0	0	224	34,496
Electra FWD	8,820	89,428	5,553	39,578
Buick SW	1,364	12,012	1,464	13,691
Riviera FWD	3,481	46,439	5,080	47,322
Total	54,616	791,465	75,707	844,673
Cadillac DeVille	26	1,786	1,570	81,144
DeVille FWD	10,322	99,012	7,961	39,582
Cimarron	1,418	20,724	1,395	16,765
Fleetwood & Chassis	1,881	37,986	3,616	35,334
Fleetwood FWD	1,097	31,301	2,777	15,761
Eldorado FWD	4,123	57,145	6,455	62,557
Seville FWD	2,214	27,941	3,219	31,852
Total	21,081	275,895	26,993	282,995
Chevrolet Nova	5,817	24,076	0	0
Chevette	8,071	119,874	10,102	154,628
Camaro	12,521	187,597	14,431	183,547
Cavalier FWD	22,503	315,821	21,712	262,380
Cavalier SW FWD	3,899	69,156	6,267	80,066
Citation FWD	833	45,281	6,135	84,894
Celebrity FWD	21,569	250,476	19,442	208,001
Celebrity SW FWD	5,232	77,448	6,722	83,854
Monte Carlo	9,295	102,206	6,851	109,126
Impala	574	39,618	2,950	46,525
Caprice	13,541	134,808	11,470	135,397
Chevrolet SW	2,642	46,915	4,584	54,576
Corvette	3,044	34,656	3,211	26,960
Total	109,541	1,447,932	113,877	1,429,954
Oldsmobile Omega FWD	0	0	593	34,049
Firenza FWD	2,643	36,995	3,726	43,691
Firenza SW FWD	502	8,426	984	12,619
Calais FWD	9,399	113,513	4,366	6,299
Cutlass Ciera FWD	20,347	265,045	13,251	182,405
Cutlass Ciera SW FWD	2,606	38,437	2,449	37,631
Cutlass Supreme-Calais	14,133	203,773	18,825	282,858
Delta 88	6,199	157,139	16,777	211,697
Delta 88 FWD	1,767	1,788	0	0
98	0	0	157	36,901
98 FWD	10,050	111,079	7,990	51,717
Oldsmobile SW	1,726	20,761	815	24,895
Toronado FWD	2,311	31,206	3,584	37,695
Total	71,683	988,162	73,517	962,457
Pontiac 1000	1,448	20,721	2,012	24,962
Firebird	6,547	93,277	7,002	91,946
Sunbird FWD	6,448	98,309	8,111	104,729
Sunbird SW FWD	433	7,724	735	10,817
Grand Am FWD	13,215	101,656	5,057	7,704
Phoenix FWD	0	0	598	12,619
Bonneville	3,276	49,240	3,754	60,400
6000 FWD	11,239	132,613	7,799	93,765
6000 SW FWD	1,184	16,066	896	16,862
Grand Prix	3,154	53,666	4,337	66,589
Parisienne	4,161	48,722	4,572	39,531
Pontiac SW	901	13,632	1,370	14,748
Fiero	5,464	85,458	5,946	87,534
Total	57,470	721,084	52,189	632,206
TOTAL GM CORP.	314,391	4,224,538	342,283	4,152,285
Miscellaneous Domestic	34	226	19	254
Domestic Station Wagon Total	38,018	574,845	52,843	660,767
Domestic Grand Total	510,303	7,288,901	607,933	6,997,389
Import Total	262,739	2,696,070	208,481	2,298,121
Grand Total All Registrations	773,042	9,984,971	816,414	9,295,510

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

auction directory

INDIANA

GENERAL MOTORS AND THE INDIANAPOLIS AUTO AUCTION

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Bumper-damage cost studied in laboratory, real world

WASHINGTON.—NHTSA said that when it compared the levels of damage repair costs from laboratory bumper tests with the costs of insurance accident repairs, it found a general relationship to exist for only two of the four groups of test models studied.

NHTSA used 23 1983 and 1984 models to compare real-world accident-repair data from low-speed bumper-involved front and rear accidents.

The agency found noteworthy two aspects of the paper which was presented in Detroit in December at a meeting sponsored by the Insurance Institute for Highway Safety and the MVMA.

Those were that sometimes cars that had the most damage in the lab test also had the most damage in the real world; the other was that the inconsistencies in the real-world data are of such magnitude as to offset the variation seen between the real-world and the laboratory data.

NHTSA wants written comments on its technical paper no later than Feb. 24. It also wants advice on how to go about setting up a bumper rating system—first mandated by Congress in a 1972 law.

The agency also wants information about:

1. How the marketplace has affected the types of current bumpers available.

2. Whether a real-world data base could be developed to determine accurately the correlation between lab data and real life.

The queen, her court, the pace car

The 1986 Tournament of Roses Queen and her court try out the pace car used in the New Year's Day parade in Pasadena, Calif. The car is a 1986 Oldsmobile Cutlass Ciera custom convertible by Car Craft Co., Lima, O. Queen Aimee Lynn Richelieu is at the wheel.

factories list auction dates

Chrysler Corp.

Feb. 4—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summitt, Mo.; Portland Auto Auction, Portland, Ore., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 5—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Northstar Auto Auciton, Shakopee, Minn.

Feb. 6—Tim Anspach Auto Auction, Albany; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Feb. 7—Concord Auto Auction, Acton, Mass.

Feb. 11—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Feb. 13—Fredricksburg Auto Auction, Fredricksburg, Va.

Feb. 14—Concord Auto Auction, Acton, Mass., and St. Louis Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Feb. 4—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis.

Feb 5—Northway Auto Auction, Cliffton Park, N.Y.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 6—Nashville Auto Auction, Nashville

Feb. 12—Concord Auto Auction, Acton, Mass.; Salt Lake Auto Auction, Salt Lake City, and Hatfield Auto Auction, Hatfield, Pa.

Feb. 13—Southwest Auto Auction, Phoenix; Arena Auto Auction, Chicago; Atlanta Auto Auction, Red Oak, Ga., and Dallas Auto Auction, Grand Prairie, Tex.

Feb. 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 20—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N.J., and Skyline Auto Exchange, Fairway, N.J.

Feb. 25—South Seattle Auto Auction, Kent, Wash.

Feb. 26—Columbus Fair Auto Auction, Obetz, O., and Clanton's Auto Auction, Darlington, S.C.

Feb. 27—Baltimore Washington Auto Exchange, Baltimore, Md., and Big H Auto Auction, Houston.

General Motors

Feb. 4—Dallas Auto Auction, Grand Prairie, Tex.

Feb. 5—Hatfield Auto Auction, Hatfield, Pa.

Feb. 6—St. Louis Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich., and Southwest Auto Auction, Phoenix

Feb. 11—Florida Auto Auction of Orlando, Ocoee, Fla.; Denver Auto Auction, Englewood, Colo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 12—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 13—Nashville Auto Auction, Nashville

Feb. 18—South Seattle Auto Auction, Kent, Wash.

Nissan

Feb. 20—Nashville Auto Auction, Nashville

Used Car Sales
Auction Averages

Jan. 1986	$4,651
Month ago	$3,701
Year ago	$4,451

Model Breakdown
Auction Averages

	JAN., 1986	DEC., 1985	NOV., 1985
1986	$8,769		
1985	$8,509	$9,839	$9,989
1984	$5,943	$6,514	$6,690
1983	$5,206	$5,594	$5,820
1982	$4,136	$4,507	$4,752
1981	$3,163	$3,474	$3,543
1980	$2,402	$2,694	$2,738
1979	$1,954	$2,207	$2,254
Overall Average	$4,651	$4,559	$4,714

Toyota selects Giffels to design U.S. factory

SOUTHFIELD, Mich.—Giffels Associates, Inc., Michigan's largest architectural/engineering firm, has been selected by Toyota Motor Corp. to design the Japanese auto maker's first independently owned and operated auto-assembly plant in the U.S.

The $800-million plant will be built near Georgetown, Ky.

Peugeot faces a full overhaul of image and products in U.S.

By John A. Russell
New York Staff Writer

LYNDHURST, N.J.—Peugeot is on the move again in the U.S and Pascal Hanault, its new executive vice president and chief operating officer, made it clear there will be sweeping changes in the image of the products and the attitudes in the organization.

This revamping will culminate at the end of the decade or slightly sooner with a new model to be added to the 505 lineup, giving Peugeot two model lines in the U.S.

Another problem surfaced for Hanault last week: He must find a new advertising agency. Ogilvy & Mather resigned the account by mutual consent.

In his first interview since he took the helm of Peugeot Motors of America in November, Hanault outlined his strategy. It will focus on image, attitudes, dealers and product.

First and foremost, in light of recent events, Hanault stressed: "Dealers are our first customers" and "I want the dealers to be our strength."

Hanault will be visiting dealers in major markets during the next few months. Then, he will expand his travels to all dealers. It is apparent that the 38-year-old executive is moving quickly to mend fences with his dealers.

Last year, many Peugeot dealers revolted and demanded the resignations of the top executives of PMA. Their anger centered on marketing and distribution of the product.

In November, PMA President Pierre Lemaire announced he would retire in June of this year and he would no longer be the chief operating officer. The reins were handed over to Hanault, who had been assistant director for parts of Automobiles Peugeot in France.

Hanault acted quickly. By mid-January, he had accepted the resignations of James Fitzhenry, general manager for sales and marketing, and Edward Blunt, marketing manager. Fitzhenry's position had been in doubt from the time Lemaire announced his retirement.

Hanault appointed Jean-Phillippe Fournier national marketing manager and John Kubernat, of PMA, interim national sales manager. With that move, he split sales and marketing into two departments. Fournier had been head of the commercial (sales) department of Automobiles Peugeot in Paris.

Now, Hanault wants the company to "move forward" and quickly. He has already changed the advertising and wants Peugeot to have a performance-competition image in the U.S.

"The image of Peugeot is not established in the U.S.," he said. "We are unknown to some extent."

Advertising now will highlight Peugeot's rally tradition throughout the world. Hanault wants a "dynamic image" for his product. Also in the works are television commercials that will air in the spring in 14 major markets. Hanault said the focus will be similar to that of the print advertising.

He said he wants to bring Peugeot's expertise in competition and technology to the public. The competition pitch will draw attention to Peugeot, and he said the company had to use something to get that public attention quickly.

Peugeot is developing a "performance image" in the U.S. Hanault stressed that he was not talking about being the "top performance car" in the sense of top speed; rather, a product that has speed with ride and handling. His main targets are BMW, Volvo and Audi.

He believes he has a product on which to hang the corporate image—the 505 Turbo with intercooler and 150 HP. For the 1986 model year, he is planning two spring introductions of special edition 505s. There will be a Turbo GL model to be sold "below $16,500" and, toward the end of the spring, another special edition of the sedan and wagon which he declined to describe in detail.

"Our dealers should understand we are committed to the market and have long-range product forecasts to 1990," he said.

Those product plans include the second model line to be positioned as an "up-middle-range car." He stressed that it is not a replacement for the 505. The 505 will be retained.

Hanault did not go into great detail about the new model except to say it will be introduced before the end of the decade. He said it will be priced so that the "low-range 505 and the high-range new model would compete."

Before the end of the decade, the company will introduce anti-lock braking systems, a new V-6 gas engine and a new 2.2-liter engine. More than likely, they will be introduced for the 1987 model year.

Speaking of a projected 20-percent sales gain this year, he said, "We should change the dealer attitude toward PMA and the PMA attitude toward dealers." He said he wants to develop a person-to-person relationship with the dealers.

Visiting dealers will be nothing new for Hanault. In Europe, he spent one or two days each month visiting dealers. He said that each month, he wants to know how dealers perceive the market. He has established guidelines inside PMA. He has made it plain that he is setting the direction and expects those at the company to follow that direction.

In another move, Hanault said the expanded warranty the company announced last May has been extended to all 1985 models. The warranty is three years/36,000 miles and five years/50,000 miles on the powertrain.

It has been a bone of contention among some dealers because customers who purchased earlier were annoyed. Hanault moved fast to change that.

Asked what image Puegeot will have, Hanault said "family-sports sedan" is the identity he wants to carve.

Why family? "Because ours is a four-door with large seats."

But the operative words are sports sedan and performance.

SALES BY NAMEPLATE

1985 Position	Nameplate		1984 Position
1	Cavalier	431,031	377,446 — 1
2	Escort	420,690	353,578 — 2
3	Celebrity	363,619	322,198 — 3
4	Cut. Ciera	333,585	242,209 — 8
5	Chevrolet	245,826	258,902 — 5
6	Tempo	281,144	256,532 — 7
7	Century	234,508	217,042 — 9
8	Cut. Supreme	217,504	302,087 — 4
9	Camaro	199,985	202,172 —10
10	Olds 88	188,129	258,297 — 6
11	Cadillac	187,664	195,177 —12
12	LTD	180,514	196,907 —11
13	6000	165,728	125,828 —23
14	Crown Victoria	162,334	169,253 —14
15	Mustang	157,821	138,296 —19
16	Thunderbird	157,209	154,865 —17
17	Honda	145,976	133,601 —21
18	Reliant	138,833	138,154 —20
19	Grand Marquis	135,202	143,594 —18
20	Chevette	129,927	164,917 —15
21	Calais	122,810	14,881 —73
22	Olds 98	122,421	100,419 —31
23	Grand Am	121,273	16,751 —71
24	Lincoln	117,606	90,869 —37
25	Sunbird	116,837	126,916 —22
26	Aries	116,284	111,964 —27
27	LeSabre	115,212	164,314 —16
28	Cougar XR-7	113,405	120,964 —25
29	Regal	112,590	182,185 —13
30	Monte Carlo	112,585	115,930 —26
31	Fifth Avenue	109,010	94,340 —34
32	Firebird	100,160	104,414 —30
33	Electra	99,185	84,414 —38
34	Fiero	90,303	93,485 —35
35	Somerset	95,098	13,811 —74
36	Marquis	87,855	103,722 —29
37	LeBaron K	87,482	98,830 —33
38	Lynx	85,871	67,725 —46
39	Skyhawk	85,639	121,858 —24
40	Horizon	84,500	78,298 —39
41	VW	77,537	73,838 —40
42	Topaz	73,098	73,454 —41
43	Alliance	71,494	100,366 —32
44	Omni	71,473	67,933 —45
45	LeBaron GTS	71,018	2,494 —77
46	Parisienne	69,049	62,084 —49
47	Eldorado	58,310	70,577 —42
48	New Yorker E.	57,413	39,303 —58
49	Charger	57,171	51,940 —52
50	Grand Prix	57,153	71,609 —43
51	600	55,330	42,843 —55
52	Skylark	54,513	104,589 —28
53	Bonneville	52,972	65,387 —47
54	Turismo	52,817	47,109 —53
55	Laser	50,957	53,131 —51
56	Lancer	49,615	1,980 —78
57	Firenza	49,580	62,456 —48
58	Daytona	49,533	44,717 —54
59	Riviera	48,834	53,398 —50
60	Citation	43,677	92,174 —36
61	Sentra	39,794	——— ———
62	Encore	39,179	69,235 —44
63	Corvette	37,956	30,424 —63
64	Caravelle	35,954	9,074 —76
65	Nova	35,594	——— ———
66	Diplomat	34,919	28,623 —65
67	Toronado	32,093	41,605 —56
68	Seville	29,034	35,349 —59
69	Continental	27,679	31,110 —62
70	Cimarron	23,754	18,014 —69
71	1000	22,424	28,004 —66
72	Mark VII	19,853	29,496 —64
73	EXP	17,927	31,213 —61
74	Gran Fury	17,627	16,609 —72
75	Capri	15,389	17,739 —70
76	Eagle	12,776	20,654 —67
77	Taurus	4,056	——— ———
78	Sable	2,430	——— ———
79	Phoenix	896	13,202 —75
—	Malibu	———	881 —79
—	Mirada	———	282 —80
—	Cordoba	———	136 —81

NIADA chooses Tupper for post of executive VP

DALLAS.—Charles F. Tupper, 43, is the new executive vice president of the National Independent Automobile Dealers Assn.

The Dallas attorney, who specializes in the automotive field, assumed the chief paid position with the association Feb. 1.

Tupper succeeds Philip Smith who resigned last June.

Charles F. Tupper

NIADA is headquartered in Raleigh, N.C., but will move to the Dallas area this spring. The association was organized in 1946.

Tupper has as executive vice president of the New Car Dealers Assn. of Metropolitan Dallas and also has been a dealership executive.

Said Tupper, "This position with NIADA provides the opportunity to work with these leaders of the automotive industry on a national scale, to influence the way the industry and the public view the used-car dealer and to work directly with professional state association executives throughout the country."

Officers appointed in Philadelphia

The Automotive Trade Assn. of Greater Philadelphia has elected Jay Dunphy 1986 president. Seated are Joseph Faulkner, left, vice president, and Dunphy. Standing, from left, are: Darrell Gordon, secretary; Bert Parrish, executive director, and John Lindsay, treasurer.

Chrysler Jefferson workers authorize concessions pact

By Mary Connelly
Detroit Reporter

UAW workers at Chrysler Corp.'s Jefferson Avenue assembly plant have authorized the union to negotiate a concessionary local agreement in attempt to save jobs after the 1987 model year.

The UAW said last Thursday (Jan. 30) Chrysler had not yet indicated what it would require from the union if the company decided to renovate or replace the aging plant. Jefferson assembles compact Plymouth Reliant and Dodge Aries models, and Chrysler has said it has no product plan for the plant after the 1987 model year.

Members of UAW Local 7 unanimously agreed Jan. 26 to try to negotiate a contract that would preserve jobs at Jefferson, the UAW said. Any such agreement would have to be voted on by the local membership.

Union and Chrysler officials have been meeting to reach a local agreement following ratification of a three-year national contract in October.

Concessions would not include items such as wages and benefits covered in the national agreement, the UAW said.

Instead, any negotiations are likely to center on changes in work rules and job classifications.

Chrysler is currently seeking streamlined labor agreements with fewer job classifications and simplified work rules at its plants, including Jefferson. The company maintains the changes will increase flexibility and productivity.

The City of Detroit has also been involved in talks with Chrysler regarding possible economic incentives and has reportedly offered to make available more than $200 million in city, state and federal assistance as part of a massive plant redevelopment.

"Chrysler may be waiting to see what the state is going to do since they have input already from the union and the city," said one UAW representative.

Chrysler Motors President Harold K. Sperlich said recently that discussions are continuing with union, city and state officials.

"The UAW has been able to save those jobs in the past," a union spokesman said. "In the 1970s, they were talking about closing Jefferson."

"A closing would have a great impact on the Detroit area if those jobs go down the drain."

There are 4,800 persons employed at the Jefferson plant.

More Yugos slated for U.S.

By John A. Russell
New York Staff Writer

NEW YORK.—Yugo America announced that Zastava, the Yugoslavian manufacturer, has added a new assembly line to produce additional Yugo cars for the U.S. market.

William Prior, president of Yugo America, said the manufacturer has discontinued its 750 model and that production capacity is being used to produce cars for the U.S. Zastava expects that production to begin in April.

In addition, he said, the Zastava body plant has been reorganized for Yugo GV production. That includes new robotic systems for door assembly.

Prior also announced that Srba Vasovic, general manager of the Zastava factory, has been elected to the Yugo America board of directors.

Yugo America, Prior said, now has 160 dealers and expects to have 240 by late summer. He announced the appointment of 18 dealers in the West. Fifteen of those are in California, two in Arizona and one in Oregon.

The California dealerships are:

Almaden Toyota, San Jose; Bob Stall Chevrolet, San Diego; Burgess Honda, Dale City; Cerritos Ford, Cerritos; Clippinger Chevrolet, Covina; Cormier Chevrolet, Long Beach; Crossroads Chrysler-Mazda, North Hollywood, and Freeway Ford, Los Angeles.

Also in California: Hawthorne Mazda, Hawthorne; Humphrey Motors, Hayward; Irvine Toyota, Irvine; Key Chevrolet, Cupertino; McAllister Cadillac, Whittier; Ogner Porsche-Audi, Woodland Hills, and Quaid Imports, Riverdale.

The Arizona dealerships are Sands Chevrolet, Glendale, and Bob Lewis Porsche-Audi, Tucson.

In Oregon the company appointed Ron Tonkin Chevrolet in Portland.

Japan builds 12.2 million; world's best

TOKYO.—Production of vehicles by Japanese auto makers reached record highs for both 1985 and the month of December, according to the Japan Automobile Manufacturers Assn. (JAMA).

JAMA said the auto companies produced a record 12,271,083 vehicles in 1985, an increase of 7.0 percent, to surpass second-place U.S. for the sixth consecutive year.

Preliminary figures showed 11,487,481 cars and trucks produced in the U.S. in 1985.

According to JAMA, Japanese car output in 1985 climbed 8.1 percent to 7,646,816 units, while trucks totaled 4,544,698, up 5.2 percent, and buses increased 10.2 percent to 79,569 units over the year-ago total.

Preliminary U.S. figures showed that the U.S. topped Japan in car production with 8,182,084, but trailed in trucks with 3,305,397.

JAMA attributed the 1985 production gains to higher exports, especially those to the U.S. and China. Although exports to China are declining now, the levels were high early in the year, the association said. Shipments to the U.S. began spiraling last April, when the Japanese Government relaxed export restrictions.

December's production, JAMA said, totaled 1,016,186 units, up 11.4 percent from a year ago to mark the 15th consecutive monthly year-to-year rise. December production included 647,233 cars, up 14.9 percent; 365,488 trucks, up 7.4 percent, and 3,465 buses, up 59.1 percent over the year-ago volume.

Jama said record exports for 1985 totaled an estimated 6.73 million units, an increase of 10 percent, while domestic shipments amounted to 5.5 million, up 2.2 percent, also a new high.

Domestic shipments included 3.10 million cars, up 0.3 percent, while trucks totaled 2.43 million, an increase of 4.7 percent, and buses totaled 21,500 units, an increase of 6.4 percent over the same period the year before.

Export totals for December, to be released later, are expected to show an increase of 12 percent from a year earlier.

Chrysler at work on V-6 engine for use in 1990s

DETROIT.—Chrysler Corp. reportedly is developing a new V-6 engine with plans for introduction in the early 1990s.

The V-6 will power a number of yet-to-be-introduced Chrysler products and will be built in the U.S. A production site is yet to be announced.

No details on the new V-6 have been released. It is likely that it would replace Chrysler's 2.2-liter and 2.5-liter 4-cylinder engines in some upscale applications.

Chrysler recently introduced a V-6 based on its own V-8 for the Dakota pickup. It also has an agreement with Mitsubishi Motors Corp. to buy as many as 450,000 or 500,000 3.0-liter V-6 engines per year from the Japanese firm, starting in mid-model-year 1987 or 1988.

Chrysler is also studying the feasibility of building a wind tunnel at its new Auburn Hills (Mich.) Technical Center.

Production Page

U.S. CAR	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
AMERICAN MOTORS	0	0	2,823	2,823	7,768	2,823
Renault Total	0	0	2,823	2,823	7,768	2,823
Alliance	0	0	2,378	2,378	4,932	2,378
Encore	0	0	445	445	2,836	445
CHRYSLER CORP.	30,200	25,330	32,008	135,428	115,074	135,428
Plymouth Total	8,300	7,726	9,177	38,567	33,540	38,567
Horizon	3,100	2,682	3,043	14,104	11,432	14,104
Reliant	3,700	3,431	4,481	17,656	14,779	17,656
Caravelle	1,100	1,237	1,399	5,692	5,746	5,692
Gran Fury	400	376	254	1,115	1,583	1,115
Chrysler Total	11,600	8,429	11,975	49,907	40,552	49,907
LeBaron	2,800	2,326	2,913	12,208	10,893	12,208
LeBaron GTS	2,500	1,327	2,500	10,514	6,214	10,514
Laser	1,100	1,076	1,051	4,672	5,358	4,672
New Yorker/E-Class	1,500	1,395	1,756	7,058	6,326	7,058
Fifth Avenue	3,700	2,305	3,755	15,455	11,761	15,455
Dodge Total	10,300	9,175	10,856	46,954	40,982	46,954
Omni	3,100	2,908	3,153	14,050	12,448	14,050
Aries	2,400	2,333	2,479	10,682	10,777	10,682
Daytona	1,000	1,018	1,044	4,574	4,216	4,574
Dodge 600	1,700	1,594	1,727	7,497	6,744	7,497
Lancer	1,900	843	1,939	8,258	4,542	8,258
Diplomat	200	479	514	1,893	2,255	1,893
FORD MOTOR	35,430	36,660	35,695	149,538	176,393	149,538
Ford Division	23,913	23,885	24,161	100,913	114,709	100,913
Escort	7,758	7,125	7,879	34,110	31,790	34,110
Mustang	4,059	3,418	4,166	17,581	14,551	17,581
LTD	0	5,026	0	0	23,353	0
Taurus	4,483	0	3,764	14,637	0	14,637
Thunderbird	3,581	4,066	3,665	15,839	17,949	15,839
Crown Victoria	0	0	0	0	7,122	0
EXP	0	551	0	0	2,466	0
Tempo	4,032	3,699	4,687	18,746	17,478	18,746
L-M Division	11,517	12,775	11,534	48,625	61,684	48,625
Mercury Total	7,827	9,137	7,851	32,717	45,273	32,717
Lynx	1,561	1,660	1,571	6,756	7,913	6,756
Capri	291	330	384	1,967	2,069	1,967
Marquis	0	2,366	0	0	10,642	0
Sable	2,209	0	1,881	7,270	0	7,270
Cougar	2,398	3,389	2,434	10,408	14,181	10,408
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,368	1,392	1,581	6,316	5,735	6,316
Lincoln Total	3,690	3,638	3,683	15,908	16,411	15,908
Continental	410	661	408	1,900	2,981	1,900
Lincoln	2,768	2,577	2,766	11,939	11,624	11,939
Mark VI/VII	512	400	509	2,069	1,806	2,069
GENERAL MOTORS	100,313	106,316	97,575	429,201	484,305	429,201
Buick Total	15,098	20,150	15,571	72,653	95,920	72,653
Skylark	0	2,439	0	0	11,522	0
Skyhawk	1,860	2,066	1,696	8,172	9,308	8,172
Somerset	2,140	2,446	2,183	9,308	10,570	9,308
Century	4,996	4,710	5,464	25,742	21,231	25,742
Regal	1,124	2,368	1,161	4,167	12,881	4,167
LeSabre/Electra (rwd)	205	3,610	218	1,006	18,982	1,006
LeSabre (fwd)	2,045	0	1,616	6,716	0	6,716
Riviera	736	1,114	391	1,897	5,849	1,897
Electra (fwd)	1,992	1,397	2,842	15,645	5,577	15,645
Cadillac Total	8,143	8,023	6,492	26,606	36,915	26,606
Cimarron	435	620	408	1,902	2,310	1,902
Seville	560	818	229	1,387	3,993	1,387
Eldorado	794	1,512	364	1,999	7,473	1,999
Cadillac (rwd)	2,016	1,051	1,449	4,758	5,899	4,758
DeVille (fwd)	4,338	4,022	4,042	16,560	17,240	16,560
Chevrolet Total	33,847	38,265	33,610	150,594	172,583	150,594
Chevette	2,805	3,607	2,423	11,873	15,588	11,873
Cavalier	9,341	9,571	9,578	41,788	46,743	41,788
Celebrity	6,187	6,510	5,461	26,244	26,950	26,244
Camaro	4,962	4,756	5,030	21,765	22,269	21,765
Citation	0	1,614	0	0	7,751	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	2,693	3,159	2,688	11,917	12,640	11,917
Chevrolet	7,859	8,253	8,430	37,007	37,776	37,007
Corvette	0	795	0	0	2,866	0
Oldsmobile Total	25,504	26,965	24,001	106,122	120,176	106,122
Omega	0	0	0	0	0	0
Firenza	995	1,330	996	4,449	7,784	4,449
Cutlass Supreme	5,003	3,969	4,847	20,074	19,319	20,074
Cutlass Ciera	6,778	7,988	6,435	31,147	36,343	31,147
88/98 (rwd)	480	6,734	487	2,906	25,873	2,906
88 (fwd)	4,720	0	4,357	18,516	0	18,516
Olds 98	3,887	2,994	3,335	14,007	12,684	14,007
Calais	3,110	3,034	3,277	13,676	13,734	13,676
Toronado	531	916	267	1,347	4,439	1,347
Pontiac Total	17,721	12,913	17,901	73,226	58,711	73,226
Acadian**	0	372	226	761	859	761
2000 Sunbird	2,675	2,559	2,859	12,549	14,175	12,549
1000	605	813	654	2,694	3,148	2,694
Firebird	2,658	2,570	2,630	11,577	11,970	11,577
Phoenix	0	0	0	0	0	0
6000	3,033	510	2,855	12,052	1,708	12,052
Grand Prix/Bonneville	0	0	0	0	0	0
Parisienne	2,000	1,665	1,947	9,716	7,190	9,716
Fiero	2,400	2,398	2,334	4,734	9,602	4,734
Grand Am	4,350	2,026	4,396	19,143	10,059	19,143
HONDA	3,750	3,417	3,844	16,388	14,449	16,388
NISSAN	1,761	0	1,787	8,943	0	8,943
NUMMI*	1,900	5	1,900	8,000	1,000	8,000
VOLKSWAGEN	0	2,029	1,896	7,199	8,987	7,199
Total Cars, U.S.	173,354	173,757	177,528	757,520	807,976	757,520
Total Cars, Canada	20,350	20,353	20,937	86,935	92,429	86,935
N. American Cars	193,704	194,110	198,465	844,455	900,405	844,455
N. American Trucks	90,158	89,158	89,816	393,005	381,279	393,005
North American Cars and Trucks	283,862	283,268	288,281	1,237,460	1,281,684	1,237,460

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

AMC, VWoA down; car production slips

By Kathy Boyer
Detroit Reporter

With production halted at American Motors and Volkswagen of America last week, domestic auto output fell slightly from the previous week's build.

The makers' estimated output of 173,354 cars last week was down 2.35 percent from the previous week's 177,528.

The prior week's total was the highest of any week since the week ended Dec. 14, when 182,811 cars were assembled.

Last week's estimate was about even with (0.23 percent below) the year-ago week's 173,757.

Companies shared last week's estimated output as follows: General Motors, 57.86 percent; Ford Motor Co., 20.44 percent; Chrysler Corp., 17.42 percent; Honda of America Mfg. Co., 2.16 percent; New United Motor Mfg. Co., 1.10 percent, and Nissan Motor Mfg. Co., U.S.A., 1.02 percent.

As reported earlier, AMC's Kenosha plant was idle last week (Jan. 27) and will also be down this week (Feb. 3) for inventory adjustment.

VWoA's Westmoreland (Pa.) plant was down last week to prepare for slower production-line speeds for the Golf and GTI models.

GM's Bowling Green (Ohio) plant resumes production today (Feb. 3).

The plant had been down since the beginning of the year to prepare for production of the Corvette convertible.

On Jan. 30, Ford resumed production of the EXP at its Wayne (Mich.) plant as the Escort EXP. The EXP had been out of production since February, 1985.

Ford slated Saturday (Feb. 1) overtime at its Atlanta plant.

Chrysler scheduled overtime Saturday at its Newark (Del.) and St. Louis (No. 2) plants.

The same Chrysler plants are slated for daily overtime this week (Feb. 3), along with the Belvidere (Ill.) facility.

'86 Truck output passes 300,000

Year-to-date truck production in the U.S. moved above 300,000 last week and lengthened its lead over the 1985 total for the third consecutive week.

So far this year, 310,973 trucks have been assembled, 4.43 percent more than the 297,791 completed last year at this time.

The estimated output of 71,442 trucks last week was 0.81 percent above the previous week's 70,865 and 1.89 percent more than the year-ago week's 70,120.

Three General Motors plants were scheduled for overtime last Saturday (Feb. 1). They were Janesville, Wis.; St. Louis, and Lordstown, O.

Ford slated overtime Saturday at its Norfolk and St. Louis plants.

Canadian output drops for week

Canadian car makers scheduled production of 20,350 units last week, 2.80 percent below the previous week's 20,937, which was the highest output so far this year.

Last week's build was almost the same as the year-ago week's 20,353.

Truck manufacturers pegged production of 18,716 trucks last week, 1.24 percent below the previous week's 18,951 and 1.69 percent below the year-ago week's 19,038.

American Motors' Brampton (Ont.) plant has been down since Jan. 27 to prepare for Jeep Wrangler production. When the plant resumes production March 3, it will continue to build the AMC Eagle along with the Wrangler, which is also produced in Toledo.

PRODUCTION

CANADIAN CAR	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
AMERICAN MOTORS	0	0	383	1,200	964	1,200
FORD MOTOR	11,645	11,280	11,520	50,130	52,018	50,130
GENERAL MOTORS	8,480	8,848	8,809	34,643	38,412	34,643
VOLVO	225	225	225	962	1,035	962
Total Cars, Canada	20,350	20,353	20,937	86,935	92,429	86,935

U.S. TRUCK☆	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
CHEVROLET	23,851	25,433	25,395	109,634	104,148	109,634
DODGE	0	4,065	0	0	18,265	0
FORD	30,014	22,587	29,019	126,947	101,378	126,947
GMC	7,739	7,493	6,855	32,072	28,949	32,072
INTERNATIONAL	1,490	1,629	1,485	6,452	6,718	6,452
JEEP	5,000	4,400	5,248	24,082	17,756	24,082
NISSAN	1,298	2,363	813	2,564	10,687	2,564
AM GENERAL	50	50	50	222	230	222
MISCELLANEOUS	2,000	2,100	2,000	9,000	9,660	9,000
Total Trucks, U.S.	71,442	70,120	70,865	310,973	297,791	310,973

CANADIAN TRUCK	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
CHRYSLER	8,629	8,763	9,219	39,789	39,783	39,789
FORD	3,581	3,684	3,495	15,535	16,152	15,535
GENERAL MOTORS	6,336	6,334	6,068	25,971	26,568	25,971
INTERNATIONAL	170	257	169	737	985	737
Total Trucks, Canada	18,716	19,038	18,951	82,032	83,488	82,032
N. American Trucks	90,158	89,158	89,816	393,005	381,279	393,005

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.